G. M. 1924.

36 & 24.

Sr. No. 19 20.

Centralization & advertisement—

in the State —

P

WD2239.B490.

App.R.IX-4]

1924-5 File No. 36-24

Previous References. (809) Serial Nos. 1941-20.

Later references.
Gen. 27-26 (3,4,685)

PRESERVED

GENERAL & REVENUE SECRETARIAT

Serial Nos. Leer (2)

Part B for July 1925

SUBJECT

— Centralization of advertising
on Rly State. —

819 To The Secretaries to Govt
The Heads of Departments
The Deputy Commissioners of Districts
The Accountant to Govt —
The publicity officer to Govt —
No 8 9435 - 2 Ry/Gen 36-24. 17.

Directs that space may be reserved in
certain Newspapers for publication
of Govt. advertisements. —

Fin 1/18321

REPLY.

(To be written on this margin.)

Office of the Dewan of Mysore.

NOTE.

Dated 19th April *192* 5.

(1)

1) The file relating to centralization of advertisements in the State should be put up with definite proposals for final disposal.

19.4

To:-

The Chief Secretary to Government

with compliments.

f.m.

2) Soon 20-4-25

3) The file relating to this subject is before the Publicity Officer to Govt:

4) P.O may be requested to return the file

20/4

20/4

5) The file may be kindly returned.

Publicity Officer with compliments

20/4

6) This may be transferred to the P.O They will take necessary action in the matter

20/4

7) Publicity Officer with compliments

20/4

8) Note separately submitted

21/4

(21) (2)

9) The points submitted for orders in this note are:

(1) In what papers should space be reserved? and

(2) How much space should be reserved?

10) Quotations were called for from all the local newspapers (English and Kannada), all the important papers in Madras and some of the more important papers in Bombay. The rates quoted by the newspapers are summarised in the statement placed below.

11) Heads of departments were consulted as to whether they had, or would like to have any standing advertisements for publication in one or more newspapers. With the following exceptions, they all replied that they had no such advertisements and did not wish to have any either.

12) The exceptions are: --

(1) The Department of Industries & Commerce (about Weaving and Soap Factories etc.)

(2) Government Museum (About hours of admission to the Museum.)

(3) Chief Electrical Engineer (about electric power and lighting)

(4) Inspector General of Education (about books available for sale in the book depot)

In addition to these, there is also a standing advertisement relating to the Publicity Journal.

13) Information was also called for from certain Heads of departments as to the amount they had spent on advertisements in various newspapers- local and foreign- but no reply has yet been received. However, old issues of newspapers were examined and it was found that

3

that in no case did any department publish standing advertisements. In most cases, the advertisements were of casual character and the number of advertisements published in outside newspapers was very few. From these facts, it seems to follow that it is not worth while reserving space in any of the outside newspapers. For one thing, the rates are very high and such standing advertisements as we may have are scarcely worth the expenditure we have to incur in reserving space for them in outside papers. It would be more economical to publish any special advertisements we wish to publish in these papers in the usual manner and pay the ordinary rates charged for them.

14) Coming to the local nespapers, Government have already reserved space in the 'Guardian'. Government have also promised to assure a sum of Rs.600 to Rs.800 to the 'Daily Post'. Among other papers, space may be reserved in the following:

1. The New Mysore
2. The Mysore Patriot
3. The Mysore Chronicle (English)
4. The Vrittanta Patrika
5. The Vokkaligara Patrika and
6. The Al Kalam.

15) As regards the space to be reserved one full column has already been reserved in the 'Guardina'. To assure a sum of Rs.600 to 800 to the 'Daily Post, we will have to reserve half a column of space in that paper. Half a column may also be reserved in the six other papers referred to above.

4

18) The prosals made above are summarised in the following statement:--

The name of the paper.	Enlish or Vernacular	Daily or weekly	Space reserved.	Cost per Year
The Guardian	English	Daily	1 column	1000
The Daily Post	"	"	½ "	750
A The New Mysore	"	Weekly	~~½~~ 1 " RR	X ~~400~~
A The Mysore Patriot	"	"	½ "	125
A The Mysore Chronicle	"	"	½ "	145
The Vrittanta Patrika	Kannada	"	½ "	336
A The Vokkaligara "	"	"	½ "	125
A The Al Kalam	Hindustani	"	½ "	150.

19) These proposals may be given effect to for one year, the arrangements being revised next year, if necessary. A draft order is sent up for approval.

Dewan.

RR 22/4

X.

N.B. The size of the paper is small for the charge for one column is 400 ₹ for ½ col. 300, 1 Column is proposed to be reserved RR 22/4.

18) w{ new paper

1 c.d

2 d

1 ordinary rate

1 Low. 200 Rs

(A)

19)

20) As personally directed by the Dewan, the Editors of the Papers marked A above

5 (5)

O & P

above were asked to give their lowest quotation. The replies received from three of them are put up. The other two have not replied.

21) In the case of the AL KALAM which originally quoted Rs.150 for a ½ column, payment may be fixed at Rs.100.

And which is willing to accept anything that Govt. may be pleased to give.

22) In the case of the Mysore Chronicle, the Editor says he is prepared to give a rebate of 25 per cent on the quoted figure if space is reserved in both the English and Kannada issues of the Paper. If therefore we reserve a ½ column in English and a ¼ column in the kannada issue, the cost will be Rs.163 as against Rs.145 for reserving a ½ column in the English issue only. The additional expenditure of Rs.18 is not much as we get a ¼ column in the kannada issue. This arrangement may therefore be approved.

Reserve ½ col in Engl only for 145

23) The New Mysore is not prepared to lower its quotation#. In view of the heavy rate charged by this paper,, we may reserve a ½ column at Rs.300.

(b) 7/11/50 for ½ col

24) The net cost of these proposals is Rs.2899, as shown below:

The Guardian	English	Daily	1	column	Rs.1000
" Daily Post	do.	do.	½	do.	750
" New Mysore	do.	weekly	½	do.	300
" Mysore Patriot	do.	do.	½	do.	125
" Mysore Chronicle.	do.	do.	½	do.	163
do.	Kannada	do.	¼	do.	
" Vrittanta Patrika	do.	do.	½	do.	336
" Vokkaligara Patrika	do.	do.	½	do.	125
" Al Kalam.	Hindustani		½	do.	
		Total			Rs. 2,899

25) The foregoing arrangements may be in

force for one year from the 1st July 25, and revised thereafter, if necessary.

26) The draft G.O. put up may kindly be approved. After issue, all consequential measures such as writing to the Papers concerned and to Heads of Departments will be taken.

Dewan. RR 5/5—

27) Approved as revised

28) The amounts shown Communal wise

29) Draft to Secy RR 9/5—

30) Draft submitted.

31) The G.O. in the file has to issue from the Chief Secretariat.

Reg 9/5—

32) Issue as usual RR 9/5—

Issued. ND: 482-486 & 11-5-1925

Letter & 12-5-25 from the Editor, Daily Post, Bangalore acknowledging the receipt of this office letter & 11-5-25 with thanks.

Letter & 12-5-25 from the Editor, Vrittanta Patrika & — do — — do —

P. (7

G.R.S. III—3]

Routine Notes.

[To be used only for notes, requisitions, etc., not intended for permanent record.]

Letter dt 15.5.25 from the Editor, Mysore Chronicle, stating that he would reserve ½ a column space in the Eng. edition of his paper at Rs. 145 per year and requesting that a column may be reserved in the Kannada edition also for reasons given.

33) In our letter to the Editor of the Mysore Chronicle, he was asked if he would offer a rebate of 25 p.c. on the quotation accepted in the case of the English edition. His reply is silent on this point

Submd.

Rg
16/5

34) The matter may be dropped. The Dewan has

Sanctioned (45)

Rg
16/5

Letter dt 17.5.1925 from the Editor of the New Mysore, stating that the rate originally quoted by him had reference to the cost of production &c. and that since a reduction in this rate is insisted upon, the rate may be fixed at Rs 200/- for half a column of advertising space in his journal per one year.

35) Submd. for orders. The Editor was offered, in our letter of the 11th inst, Rs. 150/- for half a column of space in his paper.

Rg
18/5

36) The Courts had offered Quoted Rs. 300 for ½ Column but the Dewan Was not prepared to give more than Rs. 150 or 200. The Courts now Quotes Rs. 200. This may be accepted.

37) Yes. Dewan.
21.5

Rg
18/5

Rg
21/5

DEWAN'S OFFICE,
RECD on 18 MAY 1925
8654

Please see pp. 4 to 5 of these notes

N.B.—Should routine notes be written on small slips, the notes must be copied, or slips pasted on this form.

Routine Notes

[illegible]

[illegible]

RR
27.5

[illegible]

[Correspondence with [illegible] Advocate Mr Mookerjee Patrika]

4) The draft G.O in the file has been revised in the light of the Secretary's orders & is resubmitted for approval.

RR
25.5 —

4) The Secretary's orders have been obtained on the question of issuing Press advertisements in certain News papers & have been communicated accordingly to the Editors concerned. For the guidance of the Superintendent, Survey, it is necessary to issue a G.O. in the matter & the draft of the same is submitted for consideration.

RR
25.5—

Submitted with Compts

5) It is noted that the draft G.O, as revised, has been approved by the Secretary. (Vide R.A. Kelly's note dt 5.5.25 & Secretary's order dt 7-5-25). Communications have also been sent to the Editors of Newspapers in accordance therewith.

6) The G.O. has now to be issued.

[illegible]

N.B.—Should [illegible] be written on small slips the [illegible] pasted on this form.

Serial No. 19

To

The Secretaries to Govt, Heads of Depts
Deputy Commrs & Dts, Comptroller
Publicity officer G 9435-89 dt 9-6-25
directs that space may be reserved for
Govt advts in the Daily Post, New Mysore
Mysore Patriot, Mysore Chronicle, Vrit Patrika, Vok Pakshi
& Karnataka Agricultural Paper to the extent Rs 1826
from 1st July 25.

A) To whom have copies of the advt order already issued? Do not issue
7/6

B) Issue G.O. please
till then
instructions
7/6

47) Submd. A) Copies have been issued to the Comptroller & the Publicity Officer.

48) B. This will come into force from the 1st July 25 -
may kindly issue orders.
2/7/25

49) Mr Rangarao may be called.
26.6.25

50) I consulted Mr R.
Mr Ormsby Lush
Mr Hamilton
Agam
27/6

Serial No.

59) [illegible]

[illegible]

[illegible]

[illegible]

26/3 [illegible]

[illegible] G. 9730 [illegible]

[illegible] Asst. Secty. regrets that G.O.Ms. G. 96 35-57/S. dt. [illegible] could not be included in [illegible] Thanks.

4832

(11)

G.I.36-24-29

Memo No G 21-29 3.7.25

Three copies to Pub. O. & Comptr. with following memo

G.9435-89/G.M.36-24-29

"Copy of Govt. No G 9.6.25 is forwarded to the Pub. Offices Gen (2) The Comptr Gen with the request that they may be obtained for the year 1924-25 previously.

The amounts to be paid to the several papers for the space reserved will be as below:-

(1)	Daily Post	Rs 750-00
(2)	New Empire	Rs 200-00
(3)	Empire Patriot	Rs 125-00
(4)	Empire Chronicle	Rs 145-00
(5)	Vasthanta Patrika	Rs 336-00
(6)	Rakkalpana Patrika	Rs 125-00
(7)	Al-Kalam	Rs 100-00
(8)	Andhra Patrika	Rs 75-00
(9)	Sahyavadi	Rs 330-00

Total Rs 1886

for Chief

B 811
11.7.25

12

484 - 486
Pol
11/5/25

Dear Sir,

With ref: to
~~I am in receipt of~~ your letter dated Quoting certain rates for reserving advertising space in your paper for the publication of Government advertisements, I write to state that Government are pleased to ~~approve of the~~ reservation of half a column of space in your paper for one year from 1st July 1925 at Rs.* , the figure quoted by you -

Yours sincerely,

*
① Daily Post. ... Rs. 750. (Daily insertion)
~~② New Mysore ... 150~~
③ Mysp. Patriot ... 125
~~④ Mysp. Chr. (Eng.) 145~~
⑤ Vrit. Pat. ... 336
⑥ Vok. Pat ... 125
⑦ Al Kalam ... 100

To

① The Editor, The Daily Post, Bangalore
② " New Mysore, B. city
③ " Mysp. Patriot, Mysore
④ " Mysp. Chronicle (English) Bangalore City
⑤ " Vritranta Patrika, Mysore
⑥ " Vokkaligara Patrika, B. city
⑦ " Al Kalam, Bangalore

(1) Will reserve ½ a column for one year in your paper if the rate is reduced to Rs. 150. (~~My~~ New Mysore)

(2) Will reserve ½ a column in the big issue of year ~~Your~~ paper. ~~As~~ As space is reserved in Kannada papers, but do not consider it necessary to reserve space in the Kannada issue of the My Sor Chronicle - We hold that the rate of 25% offered by you will suffice under this arrangement.

in y'rs

473/1.

Asthasadhaka Patrike 10

Telegrams:—"SINADVERT."

THE "NEW MYSORE"
(Published Weekly)

13, Kilary Road,
Bangalore City,

Ref. No......

...192 5 ...192 5.

OFFICE OF THE PUBLICITY OFFICER, GOVERNMENT. 291 18/5/25. BANGALORE.

No.....

No. 2020

haraja

487, we beg to state

uction etc., but as u

THE

Bangalore Daily Post Office,

Editor:
ANLEY ED...

9, ST, MARK'S ROAD,

Bangalore.....12th.May.....1925.

Business Manager:
MR. THOS. GOULD.

OFFICE OF THE PUBLICITY OFFICER, GOVERNMENT. 3.25. BANGALORE.

...lore, 12.5.25

The Publicity Officer to Government,
Public Offices
Bangalore

OFFICE OF THE PUBLICITY OFFICER, TO GOVERNMENT. No. 284 Date 14.5.25 BANGALORE.

Dear Sir,

We are in receipt of your No.: 482/486 of yesterday's date, intimating us that the Government desire to reserve half a column space daily for the publication of Government advertisements, commencing from July 1st, for which we thank you. The rate of Rs 750/- per annum has, we note, been accepted.

Yours faithfully

Th Rasmussen

Manager

thanks of our letter
nt are pleased to
rom the 1st of July-
reserve the space

aithfully,

Thos. Gould

Manager.

14.5

(7) (21

G. R. S. III-2]

WD 2310—GPB—10,000—31-5-24

General and Revenue Secretariat. | File No. | of 19

Serial No.

DEWAN'S OFFICE.
RECD. ON 16. MAY 1925
Reg. No. 806.

The Arthasadhaka Patrika requests Govt to reserve one column of advertising space in the paper for the publication of official advertisements

This Journal is receiving considerable helps already from Govt who subscribe for 500 copies. Govt have promised, however that they will send their advertisements to this paper in the same way as to other papers. In view of this promise, ~~the~~ half a column may be reserved in this paper if the Editor will reduce his rate from Rs. 100 to Rs. 75 for 50 insertions (one year).

H. G

Dewan — RR 16/5

Approved by Dewan.
Sd
G.
P.S.O 23/5/25

Dft. vide
by 23/5

RR
23/5

Sd
RR
23/5

NOTE—Contn. sheet.

22

OFFICE OF THE PUBLICITY OFFICER, TO GOVERNMENT.
No. 296
Date 23/5/25.
BANGALORE.

The Mysore Patriot

The Oldest Independent Weekly for All-Mysore.

(Estd. 1908)

Subscription Rs. 8 a year (Post Free)

Ref. Your / Our No. 128

MYSORE,
22nd May 1925.

Dear Sirs,

Ref: Your letter no 482-486/D.O of 11.5.25,

We thank you for your letter and beg to state that the space asked for will be reserved as from 1st July.

Yours faithfully,
S. S. Basto
Manager.

The Publicity Officer,
Public Offices,
Bangalore.

RM
23/

23
508
23/5/25

Dear Sir,

With reference to the correspondence ending with your letter of the 17th May 1925, I write to state that Government have accepted your revised Quotation of Rs.200 (Two hundred) for the reservation of half a column of advertising space in your journal for one year. This will have effect from 1st July 1925.

Yours sincerely,

RR
23/5

Publicity Officer to Govt.

To

The Editor,

The New Mysore,

13, Hilary Road, Bangalore City.

no. 510
27.5.25

Dear Sir,

With reference to your letter No.473 dated 13th May 1925 requesting that one column of advertising space may be reserved in the Arthasadaka Patrika for the publication of official advertisements, I write to state that Government will reserve half a column in the Patrike for one year if the rate is reduced from Rs.100 to Rs.75 (seventy five). Kindly let me have a line in reply.

Yours sincerely,

RR
23/5

Publicity Officer to Govt.

To

The Editor,

The Arthasadaka Patrike,

Cottonpetta, Bangalore City.

fm 36-24-19

25

B

Read:

Government Order No.G.6470-524/~~G.M.1-23-~~69, dated 18th February 1925 sanctioning certain arrangements for systematising the publication of advertisements by Heads of Departments in newspapers in and outside the State, with a view to secure economy and ~~better results~~ efficiency.

Order No. G 9435-89 Dated 6th June 19..

In para 2 (6) of the order read above, the Publicity Officer to Government, who has been entrusted with the work of distributing official advertisements among local and outside papers, was requested to submit proposals for reserving space at contract rates in ~~these~~ certain newspapers. He has now submitted his proposals in regard to this matter. After a careful consideration of these proposals, Government are pleased to direct that space may be reserved for Government advertisements in the newspapers, and to the extent noted below:

Name of Paper	Eng. or Ver.	Daily or weekly.	space reserved
Guardian	Eng.	Daily	1 column
Daily Post	do.	do.	do.
Mysore	do.	weekly	do.
The Patriot	do.	do.	do.
Chronicle	do.	do.	do.
Kan.		do.	do.
Prajamata Patrika	do.	do.	do.
Vihara	do.	do.	do.
	Hin.	do.	do.

301

Orders have already issued in connection with the reservation of space in the Guardian.

The arrangements herein sanctioned will come into force from 1st ~~May~~ July 1925 and will be in operation for one year at the end of which they will be revised, if necessary.

not necessary as separate order has been issued. RR 5/5.

RR 5/5

Chief Sec. to Govt.

Govt.
Apps.
District.
to Govt.
officer to Govt.

Government of His Highness the Maharaja of Mysore.

26

GENERAL AND REVENUE DEPARTMENTS

G. O. No. G. 9435-89/G. M.36-24-19 Dated, Bangalore, 9th June 1925.

Government advertisements

Directs that space may be reserved in certain newspapers for the publication of----

---

Read:—

Government Order No.G.6470-524/G.M.1-23-69, dated 18th February 1925 sanctioning certain arrangements for systematising the publication of advertisements by Heads of Departments in newspapers in and outside the State, with a view to secure economy and efficiency.

ORDER NO.G.9435-89/G.M.36-24-19 DATED 9TH JUNE 1925.

In para 2 (6) of the order read above, the Publicity Officer to Government, who has been entrusted with the work of distributing official advertisements among local and outside papers was requested to submit proposals for reserving space at contract rates in certain newspapers. He has now submitted his proposals in regard to this matter. After a careful consideration of these proposals, Government are pleased to direct that space may be reserved for Government advertisements in newspapers, and to the extent noted below:—

Name of paper	English or vernacular	Daily or weekly	Space reserved
1. Daily Post	English	Daily	½ column
2. New Mysore	do	Weekly	½ do
3. Mysore Patriot	do	do	½ do
4. Mysore Chronicle	do	do	½ do
5. Vrittanta Patrika	Kannada	do	½ do
6. Vokkaligara Patrika	do	do	½ do
7. Al-Kalam	Hindustani	do	½ do
8. Arthasadhaka Patrika	Kannada	do	½ do
9. Satyavadi	Kannada	do	½ do

The arrangements herein sanctioned will come into force from 1st July 1925 and will be in operation for one year at the end of which they will be revised, if necessary.

B. RAMASWAMAIYA,
Offg. Chief Secretary to Government.

To—The Secretaries to Government.
The Heads of Departments.
The Deputy Commissioners of Districts.
The Comptroller to Government.
The Publicity Officer to Government.

App.F.VI-G1.]

SUBJECT

Section G. M.

File No. 36-24

Serial No. —

Diary No. of letter replied to

No. G 9770/—
Immediate

General and Revenue Secretariat

( )

, the *192*

To The Supt.
Govt. Printing
Bangalore

Date of issue 26/6/25

Dear Sir,

Signed by Dy. Sec. V. Iyengar

I am desired to request you to kindly return the 220 copies of the G.O. no. G. 9435-89/G. M. 36-24-19 dated 9th June 1924 which were sent to you on 16.6.25 for being appropriated in the Monthly Progress, as certain alterations have to be made therein

Yours faithfully

List of enclosures

26/6

Copied by

Examined by

over